

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product BOB CASEY FOR SENATE

Estimate#

Buyer MIKE DETTORE

Phone#

Fax#

Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/04-10/04	9P-10P	GLEE	:30	\$2,500.00	TH	1	1	1	\$2,500.00
2	10/02-10/08	10P-11P	NEWS	:30	\$400.00	TU-F,M	5	1	5	\$2,000.00
3	10/07-10/07	12P-1P	STEELERS PREGAME	:30	\$1,500.00	SU	1	1	1	\$1,500.00
4	10/07-10/07	1P-4P	STEELERS	:30	\$20,000.00	SU	1	1	1	\$20,000.00
Buyline Comment: IN GAME										
5	10/06-10/06	3P-7P	NCAA	:30	\$200.00	SA	1	1	1	\$200.00

---REPORT TOTALS---

Report Totals: 9 / \$26,200.00

---SALES MONTHLY TOTALS---

Oct 12: 9 / \$26,200.00

Sales Totals: 9 / \$26,200.00

Station Totals: 9 / \$26,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$131,000	CABL	0%	KDKA	30%	UNKN	0%	WPCW	0%	WPGH	20%
		WPMY	0%	WPXI	25%	WTAE	25%				

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Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

Books	null
Demos	RA35+